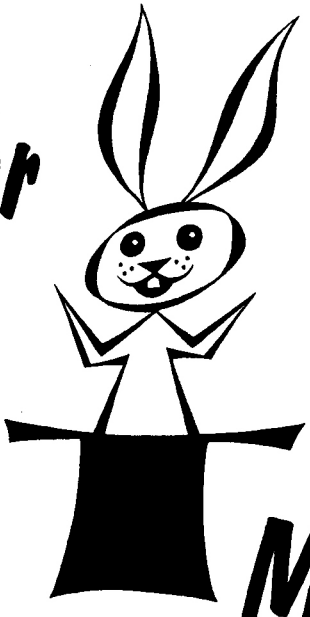
Filter Magic



Educational Services Division
argus cameras, inc.

If you're looking for a way to put some "sparkle" into the pictures you've been taking lately . . . . . something that will pack a real "punch" . . . . . a good FILTER or two could do just that!

What's more . . . . . these circles of colored glass can work this magic with no more effort on your part than it takes to slip one off the lens, and the other one on!

Simple to use . . . . . with either black-and-white or color film . . . . . FILTERS help your film "see" the scene you are shooting just as your eye does.

What does that really mean . . . . . .
and what can filters do for your pictures? ? ? ? ?

● Well, a MEDIUM YELLOW filter for example, will dramatize those "fleecy" clouds, and give a more natural look to at least 75% of all black-and-white scenic pictures.

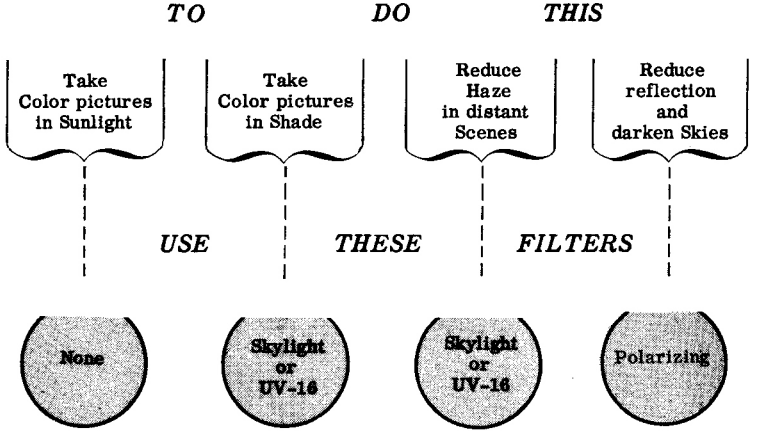
● A LIGHT GREEN filter used with black-and-white film will bring out the details in trees and shrubbery, and outdoor portraits taken with this one will have a truly "lifelike" look to them.

● A POLARIZING filter, to mention another one, (used with either black-and-white or color) will capture dramatic blue skies, and cut down on reflection bouncing off water, glass or other shiny surfaces. This filter alone can put both your black-and-white and color pictures in a "class by themselves" . . . . . !

The charts on the following pages will help you discover, in a minute's time, how truly simple it is to improve YOUR pictures with the aid of a few simple filters!

Select one or two to begin with and add others as you become better acquainted with them.

FILTER GUIDE
for
COLOR
OUTDOORS



AND

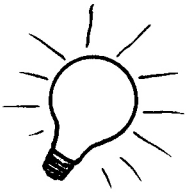
To increase exposure properly with filters that require it, follow directions supplied with film and filters of your choice

* * *

Film manufacturer recommends DAYLIGHT type film for outdoors. If you prefer to use INDOOR type film outdoors, use the CONVERSION filter recommended by the film manufacturer.

The slight additional exposures required when using some filters with color film (one-third or two-thirds of an F stop) . . . . . are simple to make.

Just move the lens setting one-third or two-thirds of the way between the lens opening you would use without a filter and the next largest lens opening. (You increase exposure by moving from large "F" numbers to smaller ones . . . . . i.e.: F:8 to F:5.6.)



FILTER GUIDE
for
COLOR
INDOORS

WITH *THIS* *LIGHT*

Amber Flash Bulbs	Regular* Clear & SM SF Flash Bulbs	Photoflood Bulbs	Electronic Flash
USE	*THESE*	*FILTERS*	
No filter	81C or UV-16 type	No filter	81-EF or UV-16 and (Daylight film)

AND

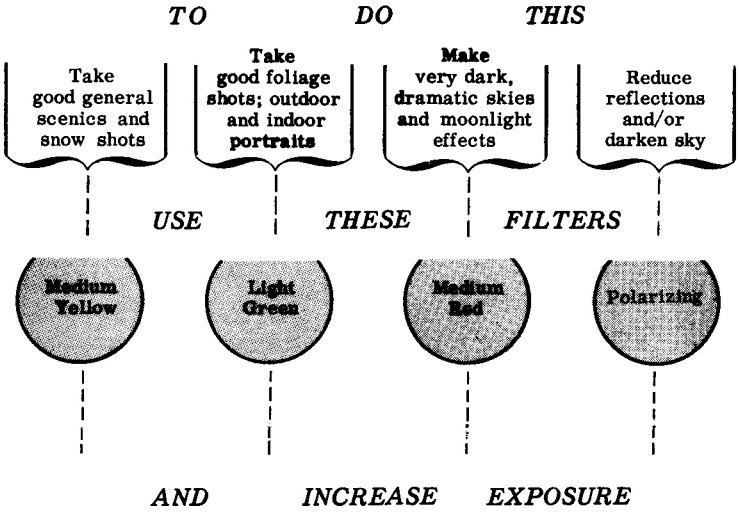
To increase exposure properly with filters that require it, follow directions supplied with film and filters of your choice.

* * *

*Film manufacturer recommends using INDOOR type film for color pictures indoors. If you prefer to use Daylight type, use blue flash bulbs and no filter. *(EKTACHROME AND KODACHROME TYPE F MAY BE USED WITH CLEAR FLASH BULBS AND NO FILTER.)*

When not using your filters, protect them from scratches and chipping . . . . . keep them clean and free from dust, grease and fingerprints. (A camels hair brush first, and then some lens tissue will work fine.)

FILTER GUIDE
for
BLACK & WHITE
FILM



Your Choice of Film

Verichrome Plenachrome	1 stop	Not rec.	Not rec.	2 stops
Supreme Plus X and others	1-2 stops	2 stops	3-4 stops	2 stops
Infra-red (35mm only)	Use Medium Red filter only . . . . . *(Infra-red Film not generally recommended for normal photo use without red filter.)*		F:8 at 1/25th second	*(Basic exposure in sunlight . . . exposure meters will not measure infra-red light.)*

Filters for use with black-and-white film require an increase in exposure.

Since each "F stop" on your camera lens gives approximately twice the exposure of the one before it, changing this stop as suggested in the chart is a convenient way to increase exposure when necessary.

To make certain you are able to use accessory filters and close-up lenses with your camera, several manufacturers have provided special "adapter rings" in a wide variety of sizes and types to fit all camera lenses.

Generally the adapter ring slips over the lens mount, or screws into special threads provided just inside the lens mount, they are usually described in terms of "millimeters", which simply indicates the exact diameter of the lens mount.

The filters are most often described by the word "Series" (i.e. Series IV, V, etc.).

If you own an Argus or similar type camera with the same size lens mount, you will find the chart below of considerable help in selecting the proper adapter ring and filter attachments.

Adapter Ring & Lens Accessory Size

CAMERA (35mm)	ADAPTER RING	ATTACHMENT
Argus C4	33mm slip-on (screw-in type available)	Series VI
Argus C3	41mm slip-on (screw-in type available)	Series VI
Argus A4	30mm slip-on	Series V
(Reflex Type)		
Argus 75	28.5mm slip-on	Series V
Argus Super 75	35mm slip-on	Series VI
Argus 40	30mm slip-on	Series V

Your local photo dealer carries a complete line of adapter rings made by several manufacturers, and he will be very glad to help you select the ones for your camera.